



MISSOURI DIVISION OF TOURISM

JULY 2024 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 8/09/2024)





Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

Calendar Year



Jan-May 2024
Tourism-Related Sales
Revenue
\$7.4B
▲ 2.6% vs. STLY

Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

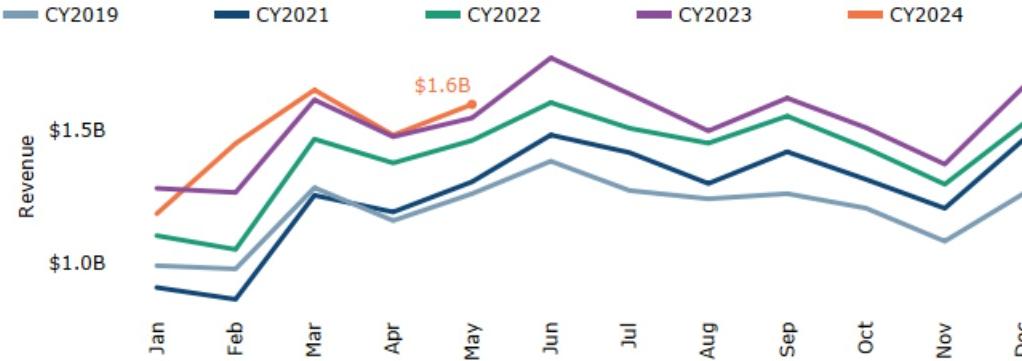
Fiscal Year



Jul-May FY2024
Tourism-Related Sales
Revenue
\$16.6B
▲ 4.5% vs. STLY

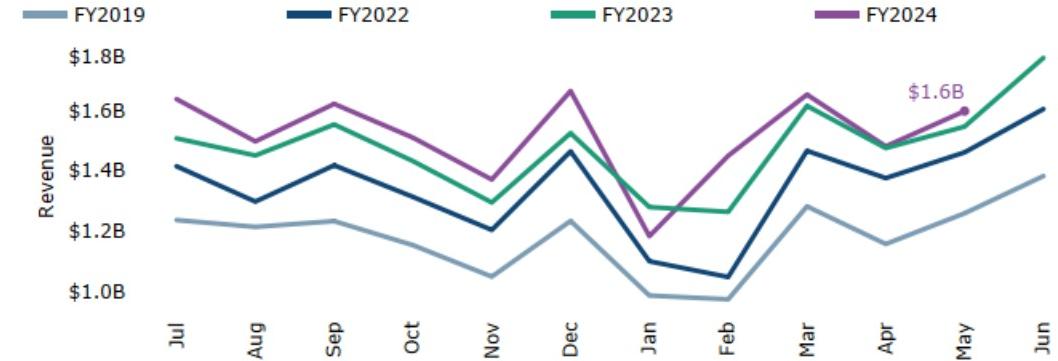
Tourism-Related Sales Revenue by Month

Calendar Year



Tourism-Related Sales Revenue by Month

Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

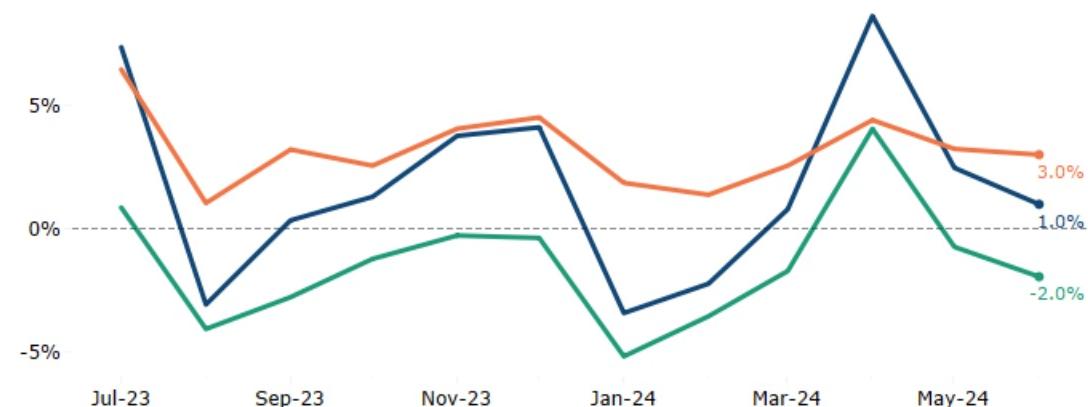
Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jun 2024	65.6%	\$129	\$84	3.2M	2.1M	\$273.8M
Change vs. Previous Year	▼ 2.0%	▲ 3.0%	▲ 1.0%	▼ 0.5%	▼ 2.5%	▲ 0.5%
Year-to-Date	55.2%	\$121	\$67	19.5M	10.8M	\$1.3B
Change vs. Previous Year	▼ 1.3%	▲ 3.0%	▲ 1.6%	▼ 0.1%	▼ 1.4%	▲ 1.5%

STR Monthly Lodging Trends

% Change from Previous Year

Occupancy % Change ADR % Change RevPAR % Change



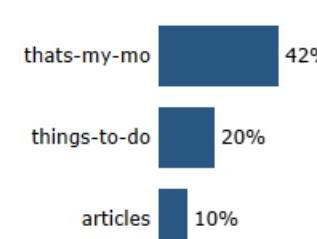
Source: STR
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Calendar Year-to-Date

Jan-Jul 2024 Visits
1.4M
▼ -19.4% YOY



Top Content

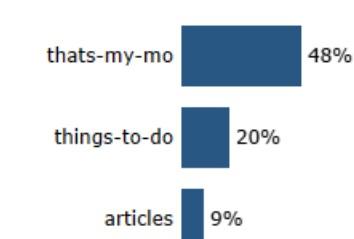


Fiscal Year-to-Date

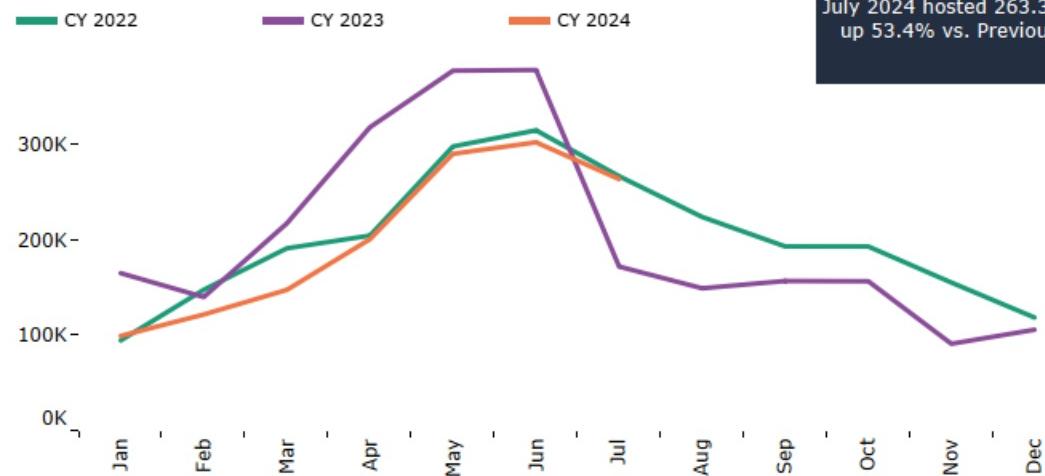
Jul FY2025 Visits
263.3K
▲ 53.4% YOY



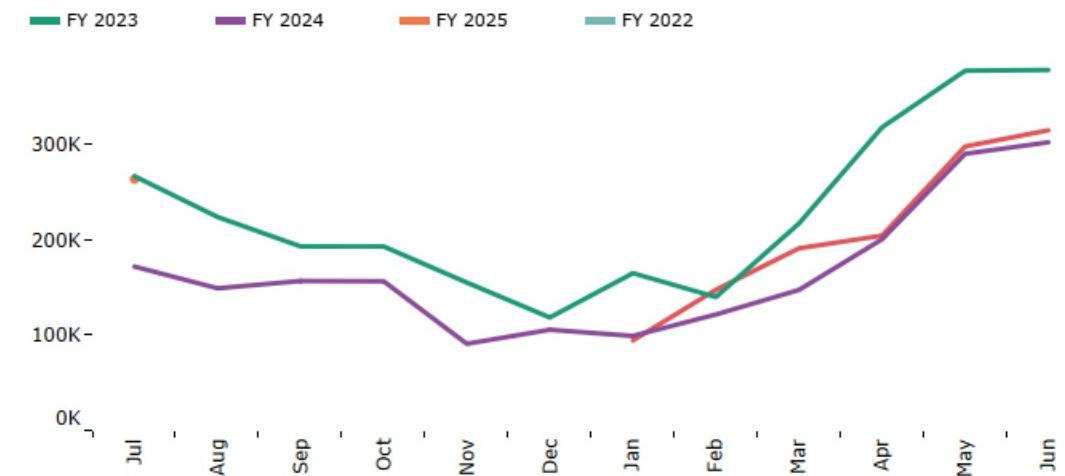
Top Content



Calendar Year Visits to VisitMO.com by Month



Fiscal Year Visits to VisitMO.com by Month



Travel Guide Fulfillment

Jul 2024
4.7K
 ▼ -42.0% vs. STLY

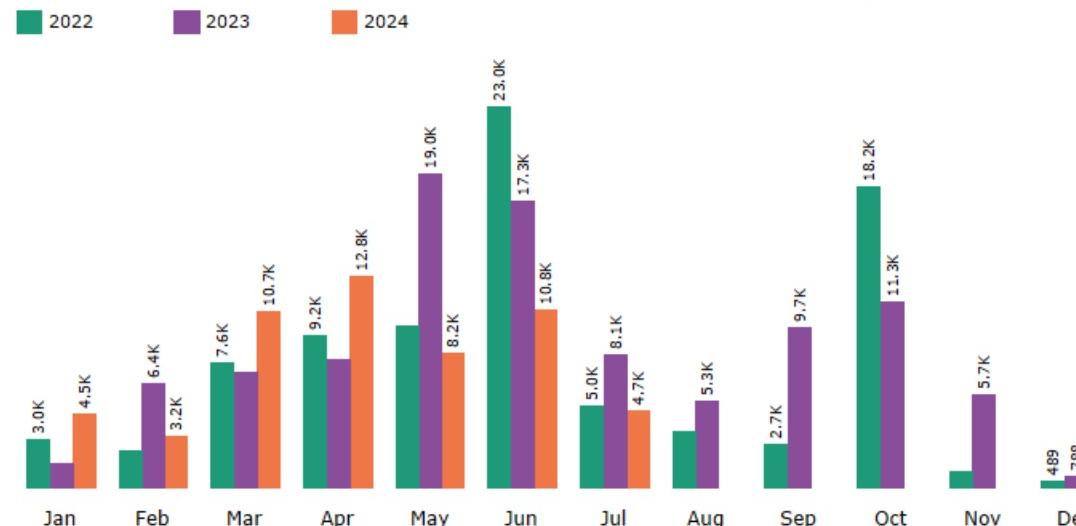
Jan-Jul 2024
54.8K
 ▼ -18.4% vs. STLY

Welcome Center Visits

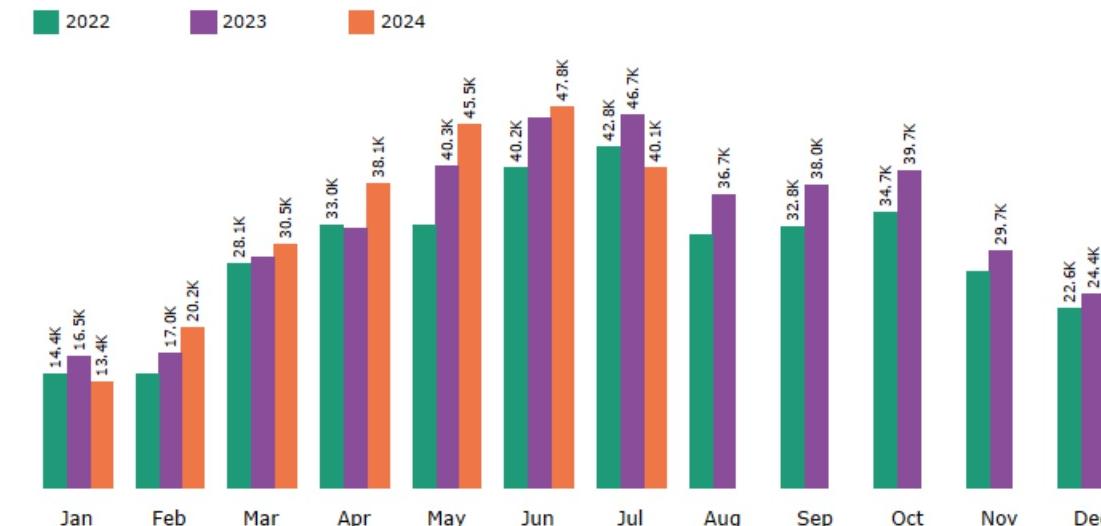
Jul 2024
40.1K
 ▼ -14.1% vs. STLY

Jan-Jul 2024
235.6K
 ▲ 3.2% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

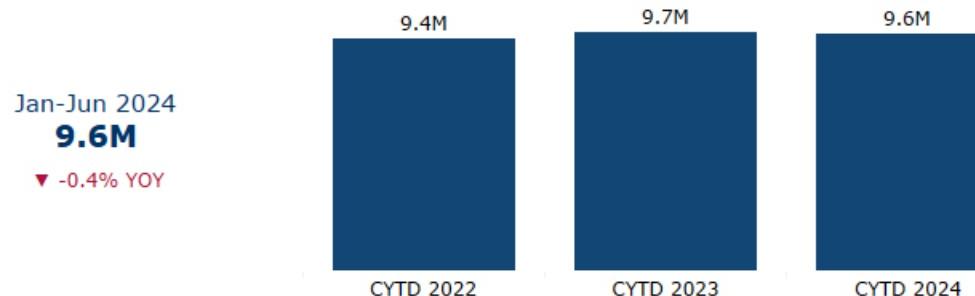


Welcome Center Visits by Month

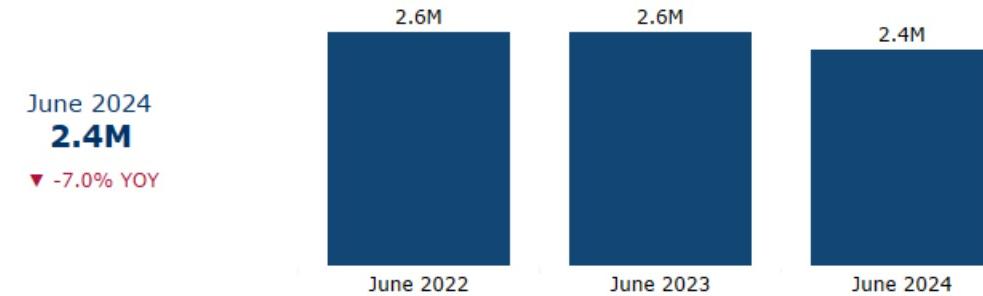


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Calendar Year-to-Date Visitation

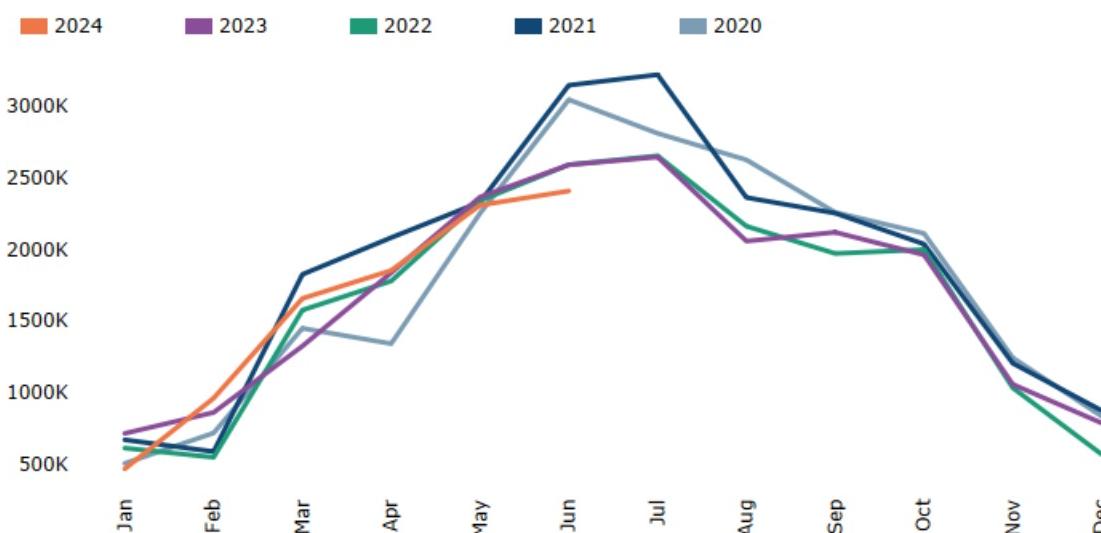


Monthly Visitation



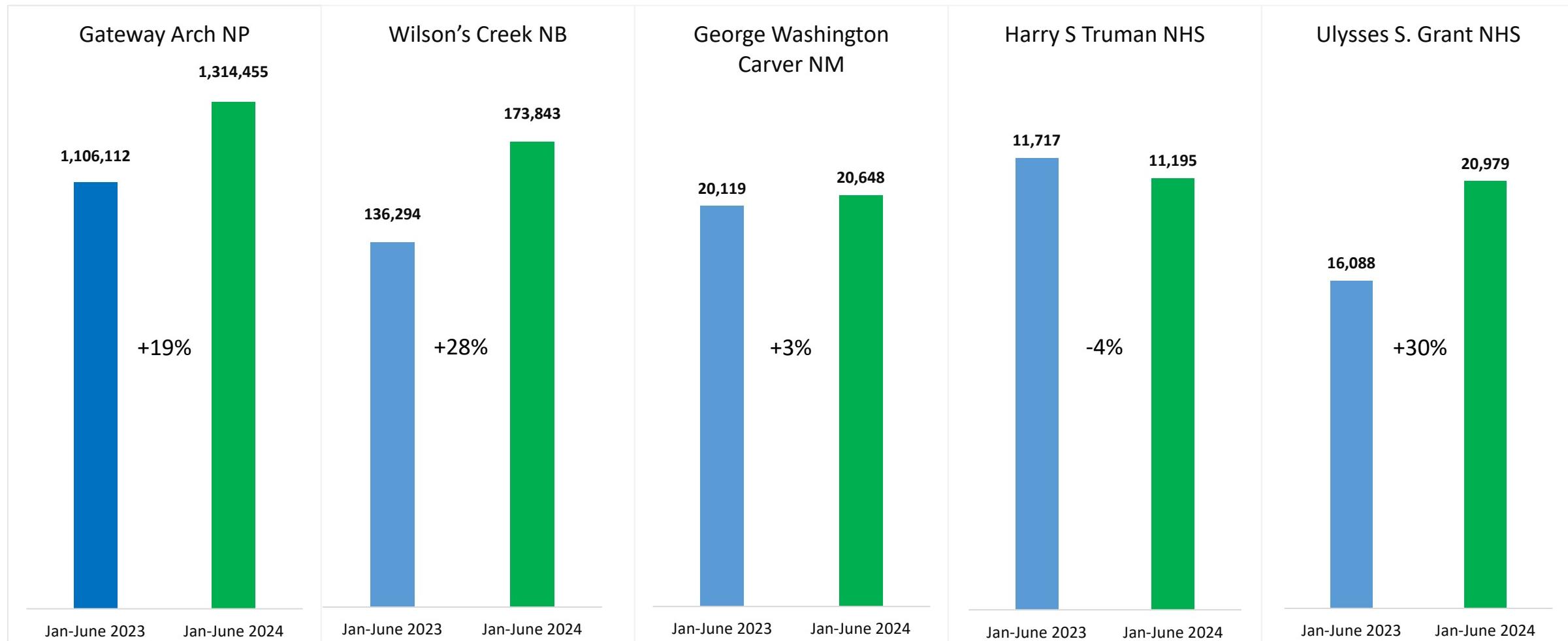
State Parks Visitors by Month

All Missouri State Parks



Most Visited Missouri State Parks in June 2024





Missouri Throughput by Airport

June 2024

Month
June 2024

State
Missouri

Compare to
Previous Year

Report Type
Month

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2023

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
All Airports	4%	12%	5%	8%	8%	6%
St. Louis Lambert International	4%	9%	7%	9%	10%	6%
Kansas City International	4%	14%	3%	6%	6%	4%
Springfield-Branson National	14%	22%	12%	18%	10%	15%
Columbia Regional	-3%	-1%	-7%	7%	7%	8%
Joplin Regional	0%	11%	5%	8%	4%	28%
Branson Airport						
Cape Girardeau Regional	12%	24%	8%	16%	41%	18%
Waynesville-St Robert Forney Field	-32%	-16%	5%	-25%	25%	12%
Kirksville Regional	-32%	16%	22%	7%	27%	65%

Map View of Airports

June 2024 Month, % change relative to 2023
Click on airports to sort Throughput by Week chart

